

**CLAIMS**

1. A method for rapidly establishing a communication between at least one reader having a communication protocol and a plurality of communicating objects, each communicating object having a communication protocol and a communication address, the method comprising the steps of:
  - defining a unique communication address for all of the communicating objects;
  - determining whether at least one communicating object is present in the environment in which said reader is located by sending a request to the unique communication address of all the communicating objects by said reader; and
  - sending a response signal that is time-shifted relative to response signals sent by other communicating objects by each communicating object that receives said request to reveal its presence to said reader, said response signal having a piece information specific to said communicating object, thereby reducing the time required to determine whether at least one communicating object is present.
2. The method of claim 1, wherein said reader is associated with a mobile telephone unit and further comprising the steps of:
  - detecting GSM signals sent by said mobile telephone unit by said communicating object; and
  - activating and sending said response signal to said request based on the detected GSM signals by said communicating object, thereby reducing the power consumption of said communicating object by activating the sending of said response signal only at the appropriate time.
3. The method of claim 1, wherein said communication protocol comprises standby phases and active phases; and further comprising the step of adapting the duration of said standby phases to a number of said requests sent by said reader.
4. The method of claim 1, further comprising the step of establishing a Bluetooth type connection between said reader and said communicating object using said piece of specific information received from said communicating object.

5. The method of claim 1, further comprising the steps of:
  - giving one of said communicating objects a status of a master communicating object relative to the other communicating objects having status of slave communicating objects;
  - collecting the communication address and/or said specific information from said slave communicating objects by said master communicating object;
  - responding to said requests sent by said reader by said master communicating object so that said reader collects all of the information from said plurality of communicating objects.
6. The method of claim 5, further comprising the step of transferring to another communicating object the status of a master communicating object by said master communicating object.
7. The method of claim 6, further comprising the steps of:
  - communicating to the new master communicating object the information concerning the other communicating objects by the previous master communicating object; and
  - verifying the information from the previous master communicating object by said new master communicating object.
8. The method of claim 1 being activated by means of an application linked to said communicating object when said application is activated by a user of said communicating object.
9. A system for rapidly establishing a communication between at least one reader and a plurality of communicating objects, comprising
  - a plurality of communicating objects, each communicating object comprising a same communication address and a communication protocol; and
  - a reader comprising a communication protocol and a first sending means for sending a request to said communication address unique to said plurality of communicating objects; and
  - wherein each of said communicating object that receives said request comprises a second sending means for sending a response signal that is time-

shifted relative to response signals sent by other communicating objects to reveal its presence to said reader and a data processor for inserting a piece of information specific to said communication object in said response signal, thereby allowing said reader to rapidly determine whether at least one communicating object is present in the environment in which said reader is located.

10. The system of claim 9, wherein said reader is associated with a mobile telephone unit; and wherein each communicating object further comprises a detection means for detecting GSM signals sent by said mobile telephone unit and an activation means for activating the sending of said response signal to said request by said second sending means based on the detected GSM signals, thereby reducing the power consumption of said communicating object by activating the sending of said response signal only at the appropriate time.
11. The system of claim 9, wherein said communication protocol comprises standby phases and active phases; and wherein said data processor of said communicating object is operable to adapt the duration of the standby phases to the number of requests sent by said reader.
12. The system of claim 9, further comprising a connection means for establishing a Bluetooth type connection between said reader and said communicating object using said piece of specific information received from said communicating object.
13. The system of claim 9, wherein one of said plurality of communicating objects is given a status of a master communicating object relative to the other communicating objects having a status of slave communicating objects; and wherein said data processor of said master communicating object is operable to:
  - collect the communication address and/or said specific information from each slave communicating object; and
  - respond to said requests sent by said reader so that said reader collects all of the information from said plurality of communicating objects.
14. The system of claim 13, wherein said data processor of said master communicating object is operable to transfer to another communicating object the status of master communicating object.

15. The system of claim 14, wherein said data processor of the previous master communicating object is operable to communicate to the new master communicating object the information concerning the other communicating objects; and wherein said data processor of the new master communicating object is operable to verify the information from the previous master communicating object.
16. The system of claim 9, wherein said communicating object is linked to an application module which is operable to trigger the establishment of the communication between said communicating object and said reader, and wherein said application module being activated by a simple action from a user of said communicating object.
17. A communicating object for rapidly establish a communication with a reader having a communication protocol, said communicating object having a communication protocol and a communication address which is same as the communication address for all other communication objects, and wherein said reader comprises a first sending means for sending a request to the communication address, said communicating object comprising:
  - a receiving means for receiving said request from said reader;
  - a data processor for inserting a piece of information specific to said communication object into a response signal to said request; and
  - a second sending means for sending said response signal that is time-shifted relative to response signals sent by the other communicating objects so that each communicating object reveals its presence, thereby allowing said reader to rapidly determine whether at least one communicating object is present in the environment in which said reader is located.
18. The communicating object of claim 17, wherein said reader is associated with a mobile telephone unit; and further comprising:
  - a detection means for detecting GSM signals sent by said mobile telephone unit; and
  - an activation means for activating the sending of said response signal to said request by said second sending means based on the detected GSM signals,

thereby reducing the power consumption of said communicating object by activating the sending of said response signal only at the appropriate time.

19. The communicating object of claim 17, wherein said communication protocol comprises standby phases and active phases; and wherein said data processor of said communicating object is operable to adapt the duration of the standby phases to a number of said requests sent by said reader.
20. The communicating object of claim 17, further comprising a connection means for establishing a Bluetooth type connection between said reader and said communicating object using said piece of specific information received from said communicating object.
21. The communicating object of claim 17, wherein said data processor is operable to:
  - give said communicating object a status of a master communicating object relative to the other communicating objects having a status of slave communicating objects;
  - collect the communication address and/or said specific information from each slave communicating object; and
  - respond to said requests sent by said reader so that said reader collects all of the information from said plurality of communicating objects.
22. The communicating object of claim 21, wherein said data processor of said master communicating object is operable to transfer to another communicating object the status of master communicating object.
23. The communicating object of claim 22, wherein said data processor of said master communicating object is operable to communicate to the new master communicating object the information concerning the other communicating objects; and wherein said data processor of the new master communicating object is operable to verify the information from said master communicating object.
24. The communicating object of claim 17, wherein said communicating object is linked to an application module which is operable to trigger the establishment of the communication between said communicating object and said reader, and

wherein said application module being activated by a simple action from a user of said communicating object.